



CAPCA BOARD OF DIRECTORS MEETING
06 August 2011
Hilton Hotel
Myrtle Beach, SC

The CAPCA Board of Directors met at the Hilton Hotel in Myrtle Beach, South Carolina on 6 August 2011. The meeting was called to order by President Max Justice at 1:13 pm. The following were present at the meeting.

<u>Board Member:</u>	<u>Role:</u>	<u>Present</u>	<u>Absent</u>
Max Justice	President	X	
Mark Hawes	Vice President / Program Chairman	X	
Renee Shealy	Treasurer	X	
Sheila Holman	Secretary	X	
Nancy Marshall	2 nd Year Director	X	
John Sudnick	2 nd Year Director	X	
Beth Partlow	1 st Year Director	X	
Rich Weber	1 st Year Director	X	
Penny Mahoney	Past President	X	

<u>Staff Member</u>	<u>Role:</u>	<u>Present</u>	<u>Absent</u>
Ann Daniel	Executive Secretary	X	
Kay Aumiller	Dues & Registration Chair		X
Connie McElroy-Bacon	Conference Coordinator	X	

CAPCA Committee Members Present

Carl Burrell

Committee Represented

Planning / Arrangements / Events

Guests attending Board Meeting

None

I. President's Comments

The President called the meeting to order at 1:13 pm. The agenda was approved as distributed.

II. Secretary's Report

The minutes of the June 4, 2011 board meeting were approved. The Secretary noted that she needed to provide the final minutes from the February 12, 2011, April 13, 2011, April 15, 2011 and June 4, 2011 to the Executive Secretary for posting on the CAPCA website.

III. Treasurer's Report

The treasurer provided an update on the current balance of the accounts.

The Vice President asked the Treasurer to provide the profit/loss by class report at the October 19, 2011 meeting.

A recommendation was made to change the term "contributions" to "sponsorships" in Quickbooks.

The 2010 Audit is not yet completed. The Finance Committee will meet on September 16, 2011 to complete the audit and the audit will be presented at the October 19, 2011 Board meeting.

The Board discussed the new Capitalization Policy for treating expenditures for items costing less than \$2500. The Vice President suggested that the Treasurer check with the Auditor to see if the amount can be changed to \$5000. The President asked the Treasurer to see if a single financial document that covers all financial policies, or if individual policies addressing each issue are preferable.

The Treasurer will request clarification from the Auditor on whether CAPCA can enter into loans or joint ventures, and if there are example policies for these issues. The Treasurer will report back at the October 19, 2011 Board meeting.

IV. Planning for 2011 Fall Conference

The Vice President discussed the planning for the 2011 Fall Conference. The Program Committee met the morning of August 6, 2011 and discussed the draft program for the Fall Conference. All but four speakers have been confirmed, and the respective Session Chairs will confirm the speakers by August 12, 2011. The Vice President will send the information on the agenda to the Executive Secretary and the Conference Coordinator by August 15, 2011 for preparation of the second meeting notice. The target date for the

final program is the end of August. Session chairs are asked to provide contact information on speakers to the Conference Coordinator by the end of August as well, so that the CAPCA Speaker Notes and the CAPCA Powerpoint Template can be provided, the speakers can be registered for the conference, and any other logistics can be addressed. Session Chairs were asked to coordinate with their speakers to ensure that the presentations address the expected topics and duplication of messages is minimized.

The Executive Secretary reported that 27 exhibitors have registered so far. There are 72 exhibitor spaces. A special email will be sent to the exhibitors list reminding them to register for the Fall Conference. If the response is still slow, Conference Coordinator and the Executive Secretary will inform the President so that calls can be made. CAPCA has 15 sponsors in 2011, and all sponsors have paid, for a total of \$16,250 for 2011.

To date, there are 57 registered attendees for the 2011 Fall conference.

Arrangements/Gifts

Hilton has updated their broadband Internet connection, so hopefully there will be fewer internet issues.

Crowne Plaza – overflow hotel in Asheville – has proposed that CAPCA reduce the room block due to the fewer people using that hotel as the next contract is negotiated.

The theme for the Thursday night symposium is a Pirate Theme. Six roaming pirates and wenches with singing, sword play, etc. have been confirmed for the conference. The total is \$800 plus four complimentary hotel rooms. The website for the group is www.shadowcombat.com.

The board agreed to the purchase of special cups for Thursday night as part of the Pirate Theme. The Conference Coordinator shared the draft of the treasure hunt card that will be used for exhibitors to stamp/sign, etc. An email will be sent to the distribution list discussing the theme for the Thursday night symposium.

The decision for the Fall Conference gift is a beach towel.

On-line Survey Information

Survey Monkey is free for 15 questions, but printing out survey results is not possible under the free option. For \$19.99, a survey of unlimited questions can be on-line for 30 days and the results are compiled in a spreadsheet format. The logo can be included on

the survey. The numerical question results can be averaged. The survey can be anonymous, if desired. The people who do not respond in the first two weeks will receive a reminder e-mail.

Randy Taylor distributed an example survey to the Board members shortly after the June 4, 2011 Board meeting. Mark Hawes and Nancy Marshall will take the draft survey as a starting point and will present an updated draft via email to the Board.

The Conference Coordinator reminded the Board that the Grove Park Inn began charging for parking in May 2011. The valet parking is now \$12 per day and is located in the Sammons Wing parking deck. Self-parking in the Vanderbilt Wing parking deck now costs \$10 per day. All parking outside of the decks continues to be free. The Board discussed the need to inform the CAPCA members and will do so by including the information in the Board meeting minutes, as well as a special email to address the issue as the Spring 2012 conference draws closer. Other ideas are to post the parking information on the website, and include it in the "Save the Date" mailer for the Spring 2012 conference.

V. Committee Updates

Governance Committee – The Chair reported that the Governance Committee has not met since the June 4, 2011 Board meeting.

Membership and Marketing – The Chair reported on progress for the website. The sponsorship page is complete. The chair handed out two new pages for review. The first is "About CAPCA" and the second is the Exhibitors page. The President and the Chair will work on the language for "About CAPCA" and will send a new version to the Board members by the end of August. Board members should send any comments on the Exhibitors page by the end of August. There are two more pages that need to be drafted and shared with the Board. The goal is to have the website revisions complete and posted by the Fall Conference. The business cards have arrived and will be distributed at the Fall Conference.

Finance and Sponsorship – The Chair provided a written update since he was unable to attend. The update included the 2010 Audit Status, and the 2011 Sponsorship status, both of which were discussed earlier in the Treasurer's Report.

Nominating Committee – The Chair reported that there is not a set nominating committee. The Past President chairs the committee and selects additional members to help with nominating the slate of officers. The Chair will form a committee and will report to the Board at the October meeting with regard to a new slate of officers.

VI. Hotel Contract Extensions

The hotel contract extensions discussed at the June 4, 2011 Board meeting have now been executed.

VII. Future Board Meetings & Schedule

Wednesday, October 19, 2011 at Hilton, Myrtle Beach, SC – The Board meeting will begin at 7:30 am.

Friday, October 21, 2011 at Hilton, Myrtle Beach, SC – the Board meeting will begin immediately after lunch.

VIII. Other Business

A recommendation was made to charge approximately \$100 to post job announcements provided by a head hunting agency on the CAPCA website. The posting would be for 30 days or the closing date on the job posting. Any CAPCA members can post job announcements for free. A web page for career opportunities will be created after the 2011 Fall Conference, since the existing web pages need to be updated and approved by the Fall Conference.

IX. Adjourn

The meeting adjourned at approximately 3:00 pm.

Respectfully Submitted,

Sheila C. Holman
Secretary